



## Outreach and Community Relations

Outreach and Community Relations are the means by which we seek to establish strategic and co-operative relationships with people, voluntary community organisations, schools, statutory bodies and local business in our area.

Outreach and Community Relations is a two way dynamic, us informing the community of our aims and objectives and the community informing us of their needs and aspirations.

We strive for:

- Actions that ensure that the co-op remains an influence for good within our community.
- Actions that ensure continuous Community Awareness of our activities.
- Actions that mean we meet the community, and the community our members and staff.
- Actions that encourage access and empowerment.
- Actions that support the active involvement of our members.
- Actions that welcome and support the diversity of our community.

We operate Outreach in support of the AMARC Charter especially;

*Provide access to training, production and distribution facilities; encourage local creative talent and foster local traditions; and provide programmes for the benefit, entertainment, education and development of our listeners;*

## GUIDELINES AND POLICY FOR PROMOTING YOUR PROGRAMME

### Display Material

Posters also add to the attraction of your work. If you have a special feature or are inviting a guest in to talk on a topical subject, draw up details of a poster announcing this. The office will help you to produce and distribute these. Most shop owners, libraries, community halls etc. will display your poster – but ask before you display.

### **Recorded Promotional Material on radio**

We encourage and ask all volunteers to record a promo prior to starting your programme. The policy is to keep all promos to about 25-30 seconds. Please contact Alan Braddish, [alan@near.ie](mailto:alan@near.ie) for assistance.

### **Getting into the Community/Outside Broadcasts**

Another way to promote each platform is to go and visit public places. Becoming involved in the active life of our community can help us to promote our work. We have an Outside Broadcast Unit that can travel anywhere in your community. Our outreach platform can provide help with this. Contact [dorothee@near.ie](mailto:dorothee@near.ie) for more details.

### **For Radio, Taking A Break**

Programme schedules are generally set on a quarterly basis. If you decide to take a break from your programme, give the Contents Committee at least six (6) weeks notice. This will ensure that a replacement programme/presenter can be arranged. Our programme schedule is updated regularly on our website <https://nearfm.ie/schedule/>